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SUMMARY

This Final Project Report was created to convey the author's experiences during his internship at Aston Sentul Lake Resort Hotel and Conference Center and to explain how the final project product, a promotional e-magazine, was compiled. Entitled “Creating Promotional E-Magazine for Aston Sentul Lake Resort and Conference Center,” this report not only produces a product but also aims to provide a glimpse of the author's experiences in the world of work, particularly in the field of sales and marketing.

This final project discusses how the author developed an E-Magazine (ASTONMAG) as a digital marketing medium for Aston Sentul Lake Resort Hotel and Conference Center, based on the rapid development of the tourism sector in Bogor and changes in consumer behavior that increasingly rely on digital devices. Through an internship at the Sales and Marketing Department, the author identified the main obstacle in delivering hotel product information, which was still scattered across various conventional documents and not optimized for mobile consumption. Therefore, an E-Magazine was chosen as a more concise, visual, informative, and consistent promotional media solution to reach both family and corporate segments.

In its implementation, several methods were used, ranging from observation and interviews to documentation and hands-on practice. All of these methods referred to digital marketing theory, promotional strategies, e-magazine characteristics, and writing and visual layout principles. The results of this final project show that e-magazines can be a relevant, efficient, and reusable promotional medium in hotel marketing activities. Despite challenges such as time constraints and the heavy workload of administrative tasks during the internship, these obstacles can be overcome through effective time management and active communication with relevant parties. Finally, the author hopes that this Final Project Report will be useful in expanding knowledge and as a reflective account of experiences that may benefit readers in the future.

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RINGKASAN

Laporan Tugas Akhir ini dibuat guna menyampaikan pengalaman penulis selama melaksanakan magang di Aston Sentul Lake Resort Hotel and Conference Center beserta menyampaikan bagaimana produk tugas akhir berupa E-Magazine promosi tersusun. Dengan berjudul “*Creating Promotional E-Magazine for Aston Sentul Lake Resort and Conference Center*”, laporan ini selain menghasilkan produk juga bertujuan untuk memberi sekilas pengetahuan tentang pengalaman di dunia kerja khususnya di bidang Sales and Marketing.

Tugas akhir ini membahas bagaimana penulis menyusun E-Magazine (ASTONMAG) sebagai media pemasaran digital untuk Aston Sentul Lake Resort Hotel and Conference Center. Dengan berangkat dari perubahan perilaku konsumen yang semakin bergantung pada perangkat digital, melalui kegiatan magang di Departemen Sales and Marketing, penulis mengidentifikasi kendala utama dalam penyampaian informasi produk hotel yang masih tersebar dalam berbagai dokumen konvensional dan kurang optimal untuk konsumsi mobile. Oleh karena itu, E-Magazine dipilih sebagai solusi media promosi yang lebih ringkas, visual, informatif, dan konsisten untuk menjangkau segmen keluarga maupun korporasi.

Adapun dalam pelaksanaannya, beberapa metode digunakan. Mulai dari observasi, wawancara, dokumentasi, serta praktek langsung. Semuanya tetap mengacu pada teori digital marketing, strategi promosi, karakteristik e-magazine, serta prinsip penulisan dan tata letak visual. Hasil dari tugas akhir ini menunjukkan bahwa e-magazine mampu menjadi media promosi yang relevan, efisien, dan dapat digunakan berulang kali dalam kegiatan pemasaran hotel. Meskipun terdapat kendala seperti keterbatasan waktu dan padatnya tugas administratif selama magang, hambatan tersebut dapat diatasi melalui manajemen waktu dan komunikasi aktif dengan pihak terkait. Penulis berharap besar atas laporan tugas akhir ini dalam mengembangkan pengetahuan serta sebagai cerita pengalaman reflektif yang nantinya dapat berguna untuk pembaca.